HD

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/742,438	12/22/2000	Leandros Kontogouris	BEU/HK/KONTOGOURIS	8890

7590 01/28/2008

BACON & THOMAS, PLLC
625 Slaters Lane, 4th Floor
Alexandria, VA 22314-1176

EXAMINER	
DURAN, ARTHUR D	

ART UNIT	PAPER NUMBER
3622	

MAIL DATE	DELIVERY MODE
01/28/2008	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	09/742,438	KONTOGOURIS, LEANDROS	
	Examiner	Art Unit	
	Arthur Duran	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *31 October 2007*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1,2 and 5-49* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1, 2 and 5-49* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

1. Claims 1, 2, 5-49 have been examined.

Response to Amendment

2. The Amendment filed on 10/31/07 is responded to below.

Please see the Response to Arguments section below for a more detailed explanation.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 10/31/2007 has been entered.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3. Claims 1, 2, 5, 6, 8-15, 19-24, 26-32, 35-39, 42-49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Auxier (6,379,251) in view of Cottingham (6,339,761) in further view of Neel (5,838,314).

Claim 1, 21, 35: Auxier discloses a method, system for ensuring that a user acknowledges an advertisement in exchange for access to an electronic address, service, or content, comprising: a computing or communications device of said user, said computing or communications device being connected to a provider of said address, service, or content, over a data communications network (Fig. 1);

software arranged to be loaded onto said computing or communications device and arranged to participate in presentation of an interactive banner advertisement to the user when said user indicates a desire to access said address, service, or content (col 3, lines 57-61; Fig. 3; col 2, lines 10-20),

wherein, upon presentation of the interactive banner advertisement, said user is permitted access to an address, service, or content only if the user submits an appropriate reply to the interactive banner advertisement (col 8, lines 60-65).

Auxier further discloses that when said user indicates a desire to access said address, service, or content via the computer network, causing an advertising server to present an interactive banner advertisement to the user (Fig. 6),

that, upon presentation of the interactive banner advertisement, said user is permitted access to an address, service, or content only if the user submits an appropriate reply to the interactive banner advertisement (col 8, lines 60-65).

Auxier further discloses targeting information and advertising to a specific user (col 3, lines 11-15)

Auxier does not explicitly disclose preventing access to said website, and continuing to prevent said access to said website so long as the user fails to submit the appropriate reply.

However, Cottingham discloses a user requesting a website and, before the requested website is presented to the user, the user being presented advertising for a period of time (col 3, lines 35-44 and col 7, lines 50-58).

And, Neel discloses a user requesting content and, before the content is presented to the user, the user being presented advertising, and the user not being allowed to see the requested content unless the user appropriately answers question(s) or appropriately enters response(s) (Figure 4; Figure 4, item 636; col 18, lines 65-col 19, lines 45; and also, col 5, line 30-40 and col 14, line 50-col 15, line 20).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Cottingham and Neel's user requesting a website and then presenting and advertisement and blocking access to a user requested website until the user enters an appropriate reply to Auxier's interactive advertisement that can be placed before the user is given access to a site. One would have been motivated to do this in order to present advertising at a time that will attract attention from the user and to better assure that the user pays attention to advertising.

Additionally, Auxier discloses that the interactive banner advertisement provides information promoting a product or service (col 6, lines 22-26; col 1, lines 42-47; col 5, lines 35-42).

Auxier discloses that a user requests access to a webpage and that an interactive advertisement can be sent with the webpage data that was requested (Fig. 2).

Auxier further discloses tracking, monitoring, and recording advertisement delivery, interaction, success, etc (col 1, lines 27-60) and that users are targeted (col 3, lines 10-15).

Additionally, Auxier discloses that the user knows what website they will be sent to (Fig. 4, item 410, Advertiser Name) and that a user can be prevented from being given access to that requested website if the user does not offer an appropriate reply (col 8, lines 59-64).

Hence, Auxier discloses both sending an interactive advertisement with a webpage request that a user has made and Auxier discloses utilizing an advertisement that requires an appropriate user interaction or reply before a user is allowed to access a requested site (the Advertiser/Merchant site).

Additionally, Auxier discloses that the address, service, or content is provided by a server or broadcaster that is distinct from the advertising server (Fig. 1).

Claim 2: The prior art discloses a method as claimed in claim l, and Auxier further discloses that said electronic address, service, or content is an Internet uniform resource locator (col 1, lines 33-35).

Claim 5, 6, 12, 13, 14, 20, 23, 24, 30, 31, 32, 37, 38, 39, 48, 49:

The prior art discloses the above.

Auxier discloses television and the Internet (col 1, lines 10-15; col 1, lines 17-21).

Auxier does not explicitly disclose that said electronic address, service, or content provided by a broadcaster on an interactive digital television network.

Auxier does not explicitly disclose a cellular or wireless network.

However, Neel discloses that said electronic address, service, or content provided by a broadcaster on an interactive digital television network (Abstract).

Neel further discloses a wireless network and a cellular network (Abstract).

Neel further discloses that said electronic address, service, or content is a subscription-based service (col 23, lines 15-25).

And, Examiner takes Official Notice that the utilization of cookies and plug-ins related to Internet browsers were common, old, obvious, and well-known techniques at the time of the Applicant's invention.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add interactive television, cellular, wireless network, and cookies to Auxier's Internet and television. One would have been motivated to do this because interactive television is an obvious device that combines the Internet and television and would appeal to many users and the Internet is obviously manifested on different types of network for the convenience of the user and cookies are a standard and convenient way to store information on a user's device. Furthermore, plug-ins are standard Internet software tools and a subscription service is a standard and convenient way for a user to receive information.

Claim 8, 26: The prior art discloses a method as claimed in claim 7, and Auxier further discloses that a provider of the electronic address, service, or content downloads said client software to the user's computing device when said user requests access to said electronic address, service, or content (Fig. 3; col 2, lines 10-20).

Claim 9, 27: The prior art discloses a method as claimed in claim 8. Auxier further discloses that said client software is resident on said user's computing device before said user requests access to said electronic address, service, or content (col 4, lines 43-53; col 2, lines 10-15). Auxier further discloses the reception of special code that allows banner advertisements to be interacted with (col 4, lines 43-53) and that the special code can be stored on the client

computer (col 2, lines 10-15). Therefore, Auxier implies that the special code can reside on the client computer before future requests for the user will make.

Claim 10, 28: The prior art discloses a method as claimed in claim 8, and Auxier further discloses that said client software is resident on a server located at or that provides the electronic address, service, or content (Fig. 3; col 2, lines 9-11). Note that regardless of where the client software runs from, the client software is resident on the server before the client software is downloaded from the server to the client.

Claim 11, 29: The prior art discloses a method as claimed in claim 1, and Auxier further discloses that said client software connects said user's computing device to a server located at or that provides said electronic address, service, or content, and wherein said server carries out said steps of presenting said interactive banner advertisement and permitting access to said electronic address, service, or content (Fig. 3; col 2, lines 10-20).

Claim 15, 19: The prior art discloses a method as claimed in claim 14.

Auxier further discloses targeting advertisements to the user (col 3, lines 10-13).

Auxier further discloses collecting user provided information (col 2, lines 39-42; col 7, lines 17-23).

Auxier does not explicitly disclose the steps of identifying said user and determining whether said user has a subscription to said service, and wherein said step of presenting said interactive banner advertisement is carried out if said user does not have a subscription to said service.

However, Neel renders obvious the steps of identifying said user and determining whether said user has a subscription to said service, and wherein said step of presenting said

interactive banner advertisement is carried out if said user does not have a subscription to said service (col 23, lines 15-25; Figure 4).

Cottingham further discloses that said interactive banner advertisements are selected based on information stored on said user's computing device and information provided by said user (Abstract).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add different information depending on the type of user to Auxier's targeted user. One would have been motivated to do this because targeting a user implies sending that user different information depending upon who the user is.

Claim 22, 36: The prior art discloses a method as claimed in claim 1, and Auxier further discloses that said electronic address, service, or content is content provided by a server connected to the Internet (col 1, lines 10-15).

Claim 42, 44, 46, 47: Please see the rejection of the independent and dependent claims above. Additionally, Auxier discloses a banner advertisement, comprising:

promotional text arranged in a box on a display screen of a computing or communications device and presented to a user of the computing or communications device who requests access to an electronic address, service, or content over a network (Fig. 4; col 3, lines 57-61); and area associated with said box for permitting entry of a response to said text (col 8, lines 60-65; Fig. 4),

wherein said banner advertisement prevents access to an electronic address, service, or content unless said response to said text is entered by the user (col 8, lines 60-65; Fig. 4).

Auxier further discloses that said banner advertisement is in a multimedia format (col 2, lines 5-9).

Auxier does not explicitly disclose that the promotional text is presented when the user requests access to content over a network.

However, Cottingham discloses a user requesting a website and, before the requested website is presented to the user, the user being presented advertising for a period of time (col 3, lines 35-44 and col 7, lines 50-58).

And, Neel discloses a user requesting content and, before the content is presented to the user, the user being presented advertising, and the user not being allowed to see the requested content unless the user appropriately answers question(s) or appropriately enters response(s) (Figure 4; Figure 4, item 636; col 18, lines 65-col 19, lines 45; and also, col 5, line 30-40 and col 14, line 50-col 15, line 20).

However, Cottingham discloses that the promotional text is presented when the user requests access to content over a network (col 3, lines 35-44 and col 7, lines 50-58).

Auxier (Figures 4, 7) and Cottingham (col 2, line 40-col 3, line 35) and Neel (Figures 7a, 7b, 7c) further render obvious that said area includes a pop-up menu.

Cottingham further discloses sounds and multimedia (col 2, lines 40-57).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made that presenting the promotion when the user requests content to can be added to Auxier's game before the user is permitted to access the content. One would have been motivated to do this in order to better assure that the users see the promotions.

Auxier further discloses that when said user indicates a desire to access said address, service, or content via the computer network, causing an advertising server to present an interactive banner advertisement to the user (Fig. 6),

that, upon presentation of the interactive banner advertisement, said user is permitted access to an address, service, or content only if the user submits an appropriate reply to the interactive banner advertisement (col 8, lines 60-65).

Auxier further discloses targeting information and advertising to a specific user (col 3, lines 11-15).

Claim 43, 45: The prior art discloses an advertisement as claimed in claim 43.

Auxier further discloses that said electronic address, service, or content is content provided by a server connected to the Internet (col 1, lines 10-15).

Auxier further discloses a hyperlink to a website of said advertiser (col 1, lines 33-35).

4. Claim 7, 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Auxier (6,379,251) in view of Cottingham (6,339,761) in view of Neel (5,838,314) in view of Griffiths (6,286,045).

Claim 7, 25: The prior art discloses the method as claimed in claim 1.

Auxier discloses an interactive banner advertisement and permitting access to said service only if the user submits an appropriate reply to the banner advertisement as disclosed in the independent claim.

Auxier does not explicitly disclose that said client software connects said user's computing device to a proxy server, and wherein said proxy server carries out said steps of presenting said interactive banner advertisement.

However, Griffiths discloses banner advertisements (col 3, lines 13-21). Griffiths further discloses that said client software connects said user's computing device to a proxy server, and wherein said proxy server carries out said steps of presenting said interactive banner advertisement (Fig. 1; Fig. 3; col 4, lines 17-29). Griffiths further discloses taking measures for more efficient delivery of advertising over a network (col 1, lines 9-15).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Griffiths utilization of proxy servers with banner advertisements to Auxier's banner advertisements delivered over a network. One would have been motivated to do this for more efficient deliver of advertising over a network.

5. Claim 16-18, 33, 34, 40, 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Auxier (6,379,251) in view of Cottingham (6,339,761) in view of Neel (5,838,314) in view of Eggleston (6,061,660).

Claim 16: The prior art disclose a method as claimed in claim 1.

Please see the rejections above and particularly the rejection of claims 15, 19.

Also, Auxier further discloses targeting a user and that a user can be a repeat user (col 3, lines 10-14; col 4, lines 45-54).

Auxier further discloses that the user can win (col 6, lines 25-30).

Auxier further discloses that the user can win prizes in the form of the merchants services (col 6, lines 25-30).

Auxier does not explicitly disclose tallying credits or a subscription service.

Eggleston discloses tallying credits so that a user can receive a prize (col 13, lines 50-67) including the services of a merchant (col 1, lines 33-35; col 13, lines 60-62) and that the credits are tallied in response to a correct answer (col 26, lines 53-58; col 7, lines 45-50) and that the user has an account with credits in it (col 16, lines 54-56).

Eggleston further discloses that a user can be awarded for watching advertising (col 1, lines 37-45).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Eggleston's tallying of points won as a status about a user to Auxier's targeted user and receiving merchant services as a prize for correct answers. One would have been motivated to do this because a subscription service is an obvious merchant service and tallying prize totals allows tracking the user for more advanced targeting over the longer term.

Claim 17, 18, 33, 34, 40, 41: The prior art discloses a method as claimed in claim 1.

Please see the rejections above.

Also, Auxier further discloses targeting a user and that a user can be a repeat user (col 3, lines 10-14; col 4, lines 45-54).

Auxier further discloses that the user can win (col 6, lines 25-30).

Auxier further discloses that the user can win prizes in the form of the merchants services (col 6, lines 25-30).

Auxier does not explicitly disclose tallying credits or a subscription service.

However, Eggleston discloses tallying credits so that a user can receive a prize (col 13, lines 50-67) including the services of a merchant (col 1, lines 33-35; col 13, lines 60-62) and that

the credits are tallied in response to a correct answer (col 26, lines 53-58; col 7, lines 45-50) and that the user has an account with credits in it (col 16, lines 54-56).

Eggleston further discloses that a user can be awarded for watching advertising (col 1, lines 37-45).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Eggleston's tallying of points won so that a user can receive a merchant service to Auxier's targeted user and receiving merchant services as a prize for correct answers. One would have been motivated to do this because a subscription service is an obvious merchant service and tallying prize totals allows tracking the user for more advanced targeting over the longer term.

Response to Arguments

6. Applicant's arguments with respect to claims 1, 2, 5-49 have been considered but are moot in view of the new grounds of rejection above. Additionally, Examiner notes the following. On page 4 of the Applicant's Remarks dated 10/31/2007, Applicant states that the prior art does not render obvious preventing access to said website, and continuing to prevent said access to said website so long as the user fails to submit the appropriate reply. Please particularly note the addition of the Cottingham and Neel references to the rejection of the independent claims above which render obvious these features.

Also, the 37 CFR 1.131 has been considered. In order to further prosecution, the Examiner has changed the rejection above to utilize prior art that replaces the Hamzy reference.

However, Examiner reserves the right to readdress the Hamzy reference as valid prior art in light of the 37 CFR 1.131 in the future.

Also, Examiner notes that while specific references were made to the prior art, it is actually also the prior art in its entirety and the combination of the prior art in its entirety that is being referred to. Also, one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986).

And, when there is a design need or market pressure to solve a problem and there are a finite number of identified, predictable solutions, a person of ordinary skill has good reason to pursue the known options within his or her technical grasp. If this leads to the anticipated success, it is likely the product not of innovation but of ordinary skill and common sense. In that instance the fact that a combination was obvious to try might show that it was obvious under §103.

If a person of ordinary skill in the art can implement a predictable variation, and would see the benefit of doing so, §103 likely bars its patentability. Moreover, if a technique has been used to improve one device, and a person of ordinary skill in the art would recognize that it would improve similar devices in the same way, using the technique is obvious unless its actual application is beyond that person's skill. KSR Int'l Co. v. Teleflex, Inc., No 04-1350 (U.S. Apr. 30, 2007).

Also, KSR states that it is obvious to recite combination which only unite old elements with no change in their respective functions and which yield predictable results. KSR, 127 S.Ct. at 1741, 82 USPQ2d at 1396.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (571) 272-6718. The examiner can normally be reached on Mon- Fri, 8:00-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Arthur Duran
Primary Examiner
Art Unit 3622

11/29/2007